App. F. IX-4

Previous References.

195 4 (Ind)

File No. 159-54.

Serial Nos. 1-2

Later References.

MYSORE GOVERNMENT SECRETARIAT

Serial Nos. Two only — P. S. E.

Part B for March 1955

SUBJECT

contribution by the Govt. ~~Electric~~ Soap Factory, Bangalore, to the Indian Soap and Toiletries Makers, Association.

G.O. No. I. 5132-5. WD 06701—GPB—25,000—11-8-54

D. 9.3.55

The Addl. Dir. of Ste.

The Secys., B-H-I-E.

The A. G. through F.D.

The P.I.O.

Sanctions the —

C. V. Rajanna.
9/4/55

Special Advertisement Grant for the Govt Soap Factory

Mysore Government Secretariat | File No. of 195 . [App. F. III 2

4317/1

Serial No.

From the Additional Director of I & C.;
Letter No C&S 2823/54-55 dt 6-1-55

Requests sanction to the payment of a lumpsum amount of Rs 10000/- per year for the years 1954-55 and 1955-56 out of the Special Advertisement Grant of the C&S to the Indian Soap and Toiletries Makers Association

1 The Indian Soap and Toiletries makers' Association of which the C&S is a member has been conducting a vigorous publicity drive in favour of the 'Swadeshi' soap products etc. The funds needed for propaganda are proposed by the Association to be raised from its members on the basis of Rs 150/- for every lakh of sales effected in a year. (as last audited)

2 On this basis, the C&S whose sale in 1953-54 amounted to Rs 22,65,000/- will have to contribute Rs 3,375/- per annum.

3 The proposal made by the Addl. Director is to pay Rs 10000/- only for each of the years 1954-55 and 1955-56 out of the factory's ~~advertis~~ Special Advertisement grant and to take up the question of raising the contribution to Rs 15000/- for all later.

4 Submitted for orders.

13/1/55

5 Whether any for propaganda

Note.—Contn. Sheet

30

Special Advertisement Grant of the G.S.F.

File No. of 195 .

Mysore Government Secretariat

Serial No. 4317

2566
24 JAN 1955

in favour of Swadeshi Soaps as it is necessary, since there is no foreign competition, has to be examined by the Dept. for

1571/55.

6) As a Member of the Association, it may be difficult for the G.S.F. to refuse to cooperate with the Association in its publicity activities. The P.I.O. may be consulted.

Dev. Secy.

7) Publicity in favour of Swadeshi Soaps is very necessary as the existing Soap manufacturing units in India are not working even to 1/3rd of their existing installed capacity. It is true that there is no foreign competition ~~proper~~ but the market is almost entirely in the hands of Messrs Unilever - a foreign combine operating in India, and if we do not do something about it the indigenous sector of this industry will be wiped out. Our own factory which is in process of expansion is also likely to suffer. In the interest of this indigenous sector it is very necessary that we should co-operate

WD 04861—GPB—60,000—22-1-54

Special Advertisement Grant for G.S.F

Mysore Government Secretariat | File No. 4317/F of 195 . | [App. F. III 2

Serial No.

With the Association in its campaign. Hence the proposal at "A" in the R.L.S. may kindly be approved

DEPARTMENT OF INFORMATION
No. 247 DJ
2/2

SECRETARY DEVELOPMENT DEPARTMENT
425
2 FEB 1955
Government of Mysore

Thin Name & Ind
Thro' P. L. O.
& f/. Sig

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4 FEB 1955
2799
Bangalore
U.

3/2 Hlw

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for Finance Secy.

SECRETARY DEVELOPMENT DEPARTMENT
449
9 FEB 1955
Government of Mysore

10. 1/2/55

17/2/55

LETTER FOR HON'BLE
No. 7970
1955

SECRETARY DEVELOPMENT DEPARTMENT
895
18 FEB 1955
Government of Mysore

19/2

19/2/55

Draft G.O. is submitted for approval

Ag 2/3 955M.

2/3/55

Fair Copies & G.O.s are submitted for Comm to Ag Secy to G.O.

8 9/3/55 The Supdt. P.C. Dept. P.C. Comm 9486

Sd 10/3.

Sd 11/3.

10/3/55

Note.—Contin. Sheet

Special Advertisement Sanct of the Q.S.T.

File No. of 195

Mysore Government Secretariat

Serial No.

To Issued G.O. no. D. 5132-S, D. 9.2.55

The Addl Dir. of Ic

The AC. the Q.T.D.

The Trade Agent.

Sanchis.

4317/1

22.3.55

35

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Ind. 159-

GOVERNMENT OF MYSORE

DEPARTMENT OF INDUSTRIES AND COMMERCE

4317/I
12 JAN 1955
INDUSTRIES BRANCH.

OFFICE OF THE DIRECTOR,
National

Ref. No. QSF/2323/55-57

Bangalore, 6th January 1955.

The Secretary to Government,
Development Department,
Government of Mysore,
BANGALORE.

SECRETARIAT DEVELOPMENT DEPARTMENT
10 JAN 1955
Government of Mysore

Sir,

Sub: Joint Publicity by the Indian Soap & Toiletries Makers' Association - Contribution from Advertisement Grant of Government Soap Factory, B'lore.

I write to state that the General Manager, Government Soap Factory, Bangalore has reported that the Indian Soap and Toiletries Makers' Association in order to bring home to the public, the advantages of encouraging "Swadeshi Products" and to safeguard the interest of the Indian Soap Trade, decided to launch a Joint Publicity of the products of all the Member firms of the Association and have been doing an intensive propaganda by way of joint advertisements in the press, Press Conferences, Exhibitions etc. With regard to funds for such a propaganda it has been decided by the Association that the Member Factories should contribute at the rate of Rs.150/- for every one lac of the last audited sales.

2 The products of the Government Soap Factory, which is a member firm of the Association has also been included in the Joint Publicities of the Association. The Secretary of the Association has been urging the General Manager, Government Soap Factory, Bangalore to remit the contribution of the Factory for the years 1953 and 1954.

3 The Government Soap Factory, Bangalore has made a sale of Rs.22,65,000/- during the year 1953-54 and at the rate of Rs.150/- for every lac of sales the Factory's contribution will be Rs.3,375/-.

4 Since the advertisements and Publicity are being handled by the Principal Information Officer, the General Manager, Government Soap Factory, wrote to him that in view of the limited funds for advertisement, a lumpsum grant of Rs.1,500/- may be paid to the Association for the year 1954-55. The Principal Information Officer has replied that the sanction of Government is necessary to pay a lumpsum grant to the Association.

5 Since the Govt. Soap Factory, Bangalore is one of the major members of the Association and a Joint Publicity of all the "Swadesh Products" will have far reaching effect on the public mind, it is advantageous for the Factory to Cooperate with the Association in the Joint Publicity and contribute its share of expenses. I feel that the sum of Rs.1,500/- per year suggested by the General Manager is reasonable enough but I would request you to kindly obtain sanction of Government for payment of a lumpsum amount of Rs.1,000/- per year ~~for~~ for the years 1954-55 and 1955-56 from out of the "Special Advertisement Grant" of the Government Soap Factory. The question of raising it for Rs.1,500/- a year may be considered later.

A

P.T.O.

6 The Secretary of the Association has been pressing the General Manager, Government Soap Factory, for remitting the factory's contribution and hence I request you to kindly obtain and communicate early orders of Government in the matter.

Yours faithfully,

(M.S. SWAMINATHAN)
Additional Director
of Industries & Commerce.

RsA/-

6/1/55

Proceedings 2nd. 159-54-2

Rd:— Letter No C.S.T./2323/54-55 dt 6-1-55 from the Addl Dis I&C in Mysore stating that the Coast Soap Factory, Bayalu the Indian Soap and Toiletries Makers' Association of which the Coast Soap Factory, Bayalu is a member has decided to launch an intensive publicity campaign to stimulate sale of its products in India manufactured by its members, and requesting, in the circumstances stated by the payment of a lumpsum contribution of Rs 1000/- per annum for each of the years 1953-54 and 1954-55 on behalf of the factory towards the expenses of the propaganda device, the cost being met out of the Special Advertisement Grant of the Factory of the Y.S. in the Factory's budget for those years.

Order No. I S-132-57/mw/159-54-2 dt 9/3/55

Sanctioned

For DS

To 1) The Addl Dis I&C.
2) " Secy Bayalu
3) " Ac through the DD.

4.P.9.0.

PROCEEDINGS OF THE GOVERNMENT OF MYSORE.

Read:-

Letter No.G.3.F/2523/54-55 dated 6-1-1955 from the Additional Director of Industries & Commerce in Mysore, stating that the Indian Soap and Toiletries Makers' Association of which the Government Soap Factory, Bangalore, is a member has decided to launch an intensive publicity campaign to stimulate the sale in India of the products manufactured by its members, and requesting in the circumstances stated, to the payment of a lumpsum contribution of Rs.1,000/- (Rupees one thousand only) per annum for each of the years 1954-55 and 1955-56 on behalf of the factory, towards the expenses of the propaganda drive, the cost being met out of the Special Advertisement Grant of the Government Soap Factory.

ORDER NO.I. 5132-54 and 159-54-2

DATED, BANGALORE, THE 9th MARCH, 1955.

Sanctioned.

B. Lakshmanarao.

(B.Lakshmana Rao)
for Secretary to Government,
Development Department.

To

The Additional Director of Industries & Commerce in Mysore, B'lore.
The Secretary, Board of Management of Industrial Concerns.
The Accountant General, Mysore, Bangalore, through the Financial Department.
The Principal Information Officer to Government, Bangalore.